

## THE NEW EXECUTIVE PACKAGE FROM ALPHA.

## FORTY BUSINESS PROGRAMS YOU'LL USE EVERY DAY. STARTING TODAY.

All of a sudden, there are forty new ways to help run your business with an

Ways to help you plan, budget, schedule and forecast with the skill and insight of a b-school grad. But without attending business school, and without learning complicated programming.

It's called the Executive Package from Alpha. And it puts together forty powerful business analysis and projection formulas into ready to use programs for all types of executives, in every kind of business.

Use CASHPLAN for tighter cashflow management.

Call up INFLATE to help calculate profits in a changing market.

Optimize production scheduling and project planning with any of three CRITICAL PATH METHOD formulas.

Analyze your competition with GROWTH.

There's even BETA for objective weighing of stock investment risks.

## SIMPLIFIES VISICALC.\* 1-2-3 "AND MULTIPLAN."

Plus, the programs are designed to work together with VisiCalc.<sup>®</sup> 1-2-3," Multiplan™ and BASIC. So now you'll have more of the tremendous power of these popular programs at your fingertips, ready to go.

To help keep things simple, each program in the Executive Package is presented with a real-world example of how another company used it and the results they got. You simply plug in *your* numbers and out come *your* company's solutions.

And like all software from Alpha, the Executive Package comes with a concise instructional audio tape to introduce you to the programs and get you started solving business problems right away. Nothing else is this easy. And with a suggested retail price of just \$145 complete, nothing else you buy for your computer will pay back as fast.

Start doing the kind of critical everyday business calculations you'd be doing right now, if only you could. Because now you can.

See the remarkable new Executive Package from Alpha at leading computer and software stores. Or call us at 1-800-451-1018 (in Massachusetts call 1-617-229-2924 collect) for the name of the Alpha dealer nearest you.

## THE NEW EXECUTIVE PACKAGE FROM



12 New England Executive Office Park, Burlington, Massachusetts 01803

"Signifies manufacturer's trademark. "Signifies manufacturer's registered trademark. © 1983 Alpha Software Corp